



### **MY EXPERIENCE OF WHAT COACHING IS**

Coaching is the art and science of change and transformation. It is also the secret to success for a lot of people.

I have come across a lot of individuals who have lost track of their goals or even completely forgotten about them, especially in the times we are in, which has caused disruption and confusion in a lot of people's lives, that they sometimes find it hard to even think clearly.

Coaching is a process where you have a trusted confidant act as your thinking partner to support you to get unstuck so you can see beyond any fears, obstacles and limiting beliefs and shift your perspectives so you begin to see a new way forward to achieve your desires and goals in spite of what is happening all around you.

I would also describe coaching, as a process whereby you get to look within yourselves to unlock your inner wisdom and find the best answers.

My role in the coaching process is to believe in my client's greatness and to support them.

Every famous athlete/performer has a coach and the need for a coach was underscored by both Bill Gates, co-founder of Microsoft Corporation who said: "Everyone needs a coach. We all need people who will give us feedback, as that's how we improve" Also, Eric Schmidt, former CEO of Google said; "Everyone needs a coach because coaching can be incredibly valuable to help us do more and be more than we thought possible".

Coaching is no longer a nice to have, it is a must have!



## HOW COACHING DIFFERS FROM OTHER SUPPORT PROFESSIONS

### **Difference between Mentoring, Counselling and Therapy:**

Whilst there are other related support professions, it is important to note that they are not coaching and are distinctly different. E.g Counselling and coaching may share similar core skills, however professional counsellors work with personal issues and the past in much greater depth than would be explored within a coaching context.

Below are more examples of the types of thoughts, statements and actions expected from other support professions.

PROCESS	MENTORING	CONSULTING	THERAPY	COACHING
<b>Thought</b>	My experience is... I know how...	I am an expert. This is what you are paying me to tell you.	I will help you heal from the cause.	How can I support your learning? Where would you like to go from here?
<b>Statement</b>	"This is how I would do it."	"This is how to do it." "This is how you should do it."	"Tell me about your past." "What was it you went through?"	"What have you tried? How has that served/disserved you? What else is possible?"
<b>Action</b>	Guidance & Advice	Direction, method, technique & information	Probe, psychoanalyze, deep reflection, come to terms	Explore, experiment, learn new ways of working, thinking, doing, personally and professionally.

## WHY COACHING MAY NOT BE WORKING FOR YOU

Three reasons, which can be referred to as the **3 F's** why coaching may not be working for you are:

### 1) **FOCUSING ON THE WRONG THING:**

Maybe you do not have a clear goal or vision.

Coaching without a goal is like driving without direction. No Map or GPS can help you if you do not have a destination, and you'll end up going around in circles.

It is therefore very important to know what is the goal you have for your life. I ask my client's what makes that goal important and what it will do for them if they achieve it.

A clear goal will keep you motivated through the coaching experience.



**2) FOLLOWING THROUGH WITH YOUR PLAN:**

A goal without a plan is just a wish. To get from point A to point B will require you to take some action steps. My role as your coach, is to be a support and accountability partner, but you have to follow through with the chosen path you have identified.

If my client gives an excuse for not following through, I would enquire what's getting in the way, and that may even be something to explore with them.

**3) FIXED-MINDSET:**

I can't coach someone who is not coachable. i.e they have a fixed mindset and believe coaching just won't work. I have had clients who initially felt that coaching won't work but chose to open their mind and try. Of course, they reaped the benefits.

**WHAT MAKES COACHING WORK?**

Three reasons, which can be referred to as the **3 P's** are what can make coaching work for you:

**1) Using a PROFESSIONAL:**

There is so much market dilution and confusion about coaching, so if you want it to really work for you, then you need to engage someone who is a Professional. The International Coaching Federation is the Gold Standard in coaching and has some core competencies which everyone of their members must possess. The ICF Code of Ethics is designed to provide appropriate guidelines, accountability and enforceable **standards** of conduct for all ICF Members.

**2) The PROCESS:**

It is powerful and leads to behavioral change because coaching supports individuals to explore their thinking in a way, they cannot do themselves. During the coaching process with my clients, I listen to what is said whilst also closely observing for any emotional shifts. E.g., if I ask "How are you?", and I notice a sigh, a hiss or lowering of the head I will enquire about that. The use of silence is during the coaching process helps the client to think about their thinking and examine their lens to the world and how they see things to determine if it is serving or deserving them.

**3) It POWERS-UP the Human Spirit:**

At times when events in the world dampen the spirit, coaching brightens the path, recharges and powers-up the human spirit.

People want to feel seen, heard and valued and coaching provides a safe space for that. Theodore Roosevelt, a former U.S. president said; "No one cares how much you know, till they know how much you care".

PLEASE SEE THE ATTACHED CASE-STUDY OF COACHING AT COCA-COLA HELLENIC BOTTLING COMPANY IN RUSSIA

# COACH ADAORA

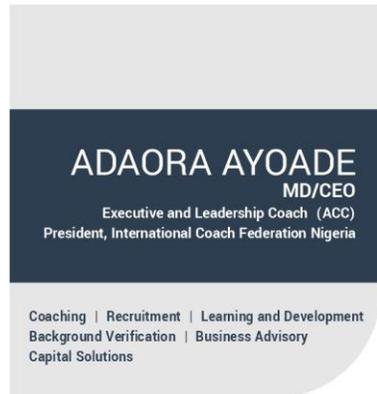
## CONCLUSION

If you truly desire to get unstuck, achieve your goals and receive support from professional coaches who will partner with you, believe in you and provide you with a safe, non-judgmental space, then coaching is for you!

You are made for More, you deserve more, coaching will provide you with more!

According to a 2018 report by PricewaterhouseCoopers (PWC), coaching is the second fastest growing profession in the world! In fact, it is second only to the IT Industry, it is a \$2.4billion USD Industry and continues to grow every year.

If you have a goal to become a professional coach, if you simply want to acquire coaching skills or if you feel stuck and would like to gain clarity and courage to achieve your goals, then reach out to Sandra or myself and we'll be pleased to provide the support you need to enable you achieve your goals.



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